

Robust expectations

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Keyur Joshi- COO & Co-founder, MakeMyTrip

We anticipate the growth momentum to continue further. The Indian online travel industry is rapidly growing with an annual growth rate of 40 per cent.

2010 has been a high activity year for us; there have been many developments on the corporate, product and technology front as well. In Aug 2010, we listed our IPO on the NASDAQ, a first for any online travel agency in India. As a bold initiative for the financial function of any

organisation; we recently announced our second quarter results and are proud to say that our growth has been commendable.

On the product front, we launched charter flight inclusive holiday packages for Ladakh, Maldives and Andamans. We also had launched instant ticketing. Also, we are focussing on increasing our offline footprint through our B2B network. Customers today need travel portals to be one-stop shops for all their



Keyur Joshi
COO & Co-founder
MakeMyTrip

travel related needs. We intend to enhance our products and services online offerings in order to drive traffic to our portal.

Tariq Khatri - VP - Business Development - Cleartrip

With markets opening up and airlines adding fresh capacities, the year 2010 had ended on a very positive note. Our alliance with HDFC for a 50 per cent cash back scheme and other promotional schemes got fabulous responses, which will reflect in our top line that will move upwards by 30-35 per cent.

Going forward, we do anticipate the growth momentum to continue further. The Indian online trav-



Tariq Khatri
VP - Business Development -
Cleartrip

el industry is rapidly growing on back of low cost carriers, proliferation of internet and the growing acceptance of e-

commerce. To leverage our strengths in the online market, we look for strengthening our B2B presence, enhancing the appeal of corporate solutions and acquire hotel content directly.

The strong B2B presence and acquisition of direct hotel inventory will help us leverage our leadership position in travel space. There are no doubts that with booming economy, travel will be one of the biggest beneficiaries of economic growth story.

Manmeet Ahluwalia, Marketing Head, Expedia

The global recovery in 2010 has augured well for the Indian travel and tourism industry. To contribute to the growing travel and tourism ecosystem, Expedia launched a slew of product innovations to address both the consumer and the supplier market. We launched various promotions for CWG period, Diwali and the current festive season offering consumers with huge discounts for several domestic and international locations. We also launched the TAAP programme in the third quarter



Manmeet Ahluwalia
Marketing Head
Expedia

of this year through which offline travel agents in India will gain direct access to Expedia's comprehensive global inventory and earn

commission on any bookings made via the programme. We plan to intensify our efforts at growing the India business through partnerships and promotions in 2011.

With the availability of 3G services and strong positioning of wireless subscriptions, mobile travel planning tools will gain popularity. We are confident that the robust domestic and outbound market will help the Indian travel industry clock double digit growth yet again.

Sanjay Bhasin, CEO, travelchacha.com



Sanjay Bhasin
CEO
Travelchacha.com

We had aggressively expanded our reach to Goa, Kerala, and Kathmandu in 2010. On the outbound front, we launched exclusive trips to Europe, Egypt,

Thailand, to name a few. Further, to leverage our market strength, we initiated several e-mail campaigns. Our exclusive package for Bangkok-Pattaya had registered major successful.

To grow our prowess in the online space, we have inducted more staff in our IT department to boost our portal. Going forward, we expect at least 100 per cent growth in 2011. In fact, we had just launched the lowest airfare challenges to enter 2011 with a bang.

Further, we expect huge business opportunities during ICC Cricket world cup. In fact, we are planning special tour packages for sports lovers to enjoy cricket world cup in various states of India with value for money tour packages. Looking at the popularity of our lowest airfare scheme launched in 2010, we will come up with an revised offer once again in Indian market and also consolidate our position in special interest tours packages that include, the yoga, meditation, rejuvenation, Ayurveda, safaris, etc.

ONLINE TRAVEL AGENTS

Neelu Singh, COO, Ezeego1.com

In 2010, we launched operations in international markets like Australia and Sri Lanka. As B2B is a very important market for us, we have launched various loyalty schemes and sales courses in India to strengthen our distribution channels. We have also laid focus on the HBA (Home-Based Agents) concept to increase the distribution network.

Ezeego1 also became the first online portal to be



Neelu Singh
COO
Ezeego1.com

ISO 9001: 2008 certified and has been successful in offering focus products like Planet Diva, the women

only tours; sports tours, to name a few in 2010. We had tied up with Oxigen Services India, enabling the OxiCash users and Oxigen retailers across India to transact and buy travel products from Ezeego1.com. The tie-up enables a walk in customer who does not have credit or debit card, net banking account or cannot get access to PCs to purchase his travel online or prefer using a cash payment mechanism online.

Kiran Mani, Business Head, Google India

Travel sector started with a lot of action, with growth in operations of domestic companies (Indian carriers going international). The low-cost carriers started realising the benefits of building a brand. They opted for digital medium as they were able to control the cost of engagement and adopted efficient targeting technologies like re-marketing.

During the slowdown, the emphasis was on controlling cost and maintaining

a steady growth. Travel trade realised the ability to sustain growth and balance the cost on digital media. We are very bullish about our growth prospects in 2011. Brand building is a top criterion for many travel customers and we're working with them to define their digital strategies.

Digital is now seen as a strategic and critical medium and there is a sense of urgency across all our clients to ensure that they're effectively using the platform to



Kiran Mani
Business Head
Google India

not only derive business growth but also look at creating innovative brand building campaigns. Online video is going to be big draw in 2011.

Jaal Shah, Managing Director, RezLive.com

During 2010, our primary focus was to understand the needs of our key clients. With this initiative, we were able to deliver customised solutions which reflect in our growth, in both numbers and production. I am pleased with the fact that this has resulted in 120 per cent year on year growth on our online room night's production.

We have noticed considerable growth in Eastern India and our focus will continue on growing



Jaal Shah
Managing Director
RezLive.com

our presence both in terms of offices and client base on pan India basis. Reaching out to regional market and working close-

ly with our travel partners had remained on top of our agenda and our expansion in Southern India with an office in Bengaluru is a key example of the same.

In 2011, we will move forward towards the integration of an airline booking tool on rezlive.com offering our agents to book air tickets and hotels under the same window. Considerable work has been done in the year 2010 (later half) to strengthen our sightseeing and transfer module.

Ravi Gusain, Director, Masthholidays.com

Year 2010 was better than previous years in terms of materialising



Ravi Gusain
Director
Masthholidays.com

bookings through internet. We have introduced reduc-

tion in price if booked through internet rather than calling the office and doing manual booking, which enhanced our sales. We registered around 35 per cent growth over previous years through online bookings.

In 2011, we are working on upgrading the technology and making our portal simpler for our unique clients. Further, we will put new products on offer keeping in mind the Indian market, which will generate brisk business in future.

We are also planning to market our products with other online products from travel or non-travel segments.

Without any doubts, the number of hits and queries from portal are increased in last couple of years. But, the online travel options are increasing day by day, which makes it crucial to keep the up marketing momentum, as to convert portal visitors into prospective customers.